

Item 3.

Grants and Sponsorship – Cultural Grants

File No: S117676

Summary

The City of Sydney's Grants and Sponsorship Program supports initiatives and projects that build the social, cultural, environmental and economic life of the city. To achieve the objectives of the Sustainable Sydney 2030-2050 Continuing the Vision, genuine partnership between government, business and the community is required.

The provision of grants and sponsorships is a mechanism to further the aims identified in the City's social, cultural, economic and environmental policies. Applications are assessed against these policies and against broad City objectives and plans. In this way, the City and the community act collaboratively to achieve the goals of Sustainable Sydney 2030-2050 Continuing the Vision.

The City advertised the following Programs in the annual Grants and Sponsorship Program:

- Festivals and Events Sponsorship Tier 1 General Festivals and Events
- Festivals and Events Sponsorship Tier 2 Major Festivals and Events

For the Festivals and Events Sponsorship program (Tier 1 and Tier 2), 111 eligible applications were received. This report recommends a total of 31 grants to a total value of \$766,613 in cash and \$669,992 value-in-kind for payment in the 2022/23 financial year.

On 22 August 2022, Council adopted a Grants and Sponsorship Policy. All grants in this report were assessed in accordance with the Grants and Sponsorship Policy, the Grants and Sponsorship Program Guidelines, the priorities set out in Sustainable Sydney 2030-2050 Continuing the Vision and various other relevant City strategies and action plans.

All grant recipients will be required to sign a contract, meet specific performance outcomes and acquit their grant. All figures in this report exclude GST.

Recommendation

It is resolved that:

- (A) Council approve the cash and value in kind recommendations for the Festivals and Events Sponsorship program as shown at Attachment A to the subject report;
- (B) Council note the applicants who were not recommended in obtaining a cash grant or value in kind for the Festivals and Events Sponsorship program as shown at Attachment B to the subject report;
- (C) Council note that all grant amounts are exclusive of GST;
- (D) authority be delegated to the Chief Executive Officer to negotiate, execute and administer agreements with any organisation approved for a grant or sponsorship under terms consistent with this resolution and the Grants and Sponsorship Policy; and
- (E) authority be delegated to the Chief Executive Officer to correct minor errors to the matters set out in this report, noting that the identity of the recipient will not change, and a CEO Update will be provided to Council advising of any changes made in accordance with this resolution.

Attachments

Attachment A. Recommended For Funding - Festivals and Events Sponsorship Program

Attachment B. Not Recommended For Funding – Festivals and Events Sponsorship Program

Background

1. The City of Sydney's Grants and Sponsorship Program supports residents, businesses and not-for-profit organisations to undertake initiatives and projects that build the social, cultural, environmental and economic life of the city.
2. On 30 August 2022, the City announced Festivals and Events Sponsorship program as being open for application on the City's website, with grant applications closing on 27 September 2022.
3. Information about these grant programs (such as application dates, guidelines, and eligibility criteria) was made available on the City's website. The City actively promoted the grant programs through the corporate website, e-newsletters, Facebook, Instagram, Twitter, LinkedIn, AdWords, ArtsHub, Google display ads and Koori Radio. Email campaigns were utilised to target interested parties who have applied previously for grants at the City or who have expressed an interest in the City's programs.
4. As per the Grants and Sponsorship Program Guidelines, the Festivals and Events Sponsorship program is open to not-for-profit organisations, for-profit organisations, government departments, sole traders and individuals or unincorporated community groups auspiced by a not-for-profit or for-profit organisation that is eligible to apply in their own right.
5. A total of 38 eligible applications were received from for-profit organisations and sole traders through the Festivals and Events Sponsorship program and the following nine for-profit organisations are recommended in this report:
 - (a) Crumb Consortium Pty Ltd;
 - (b) Look Mum, No Underpants Pty Limited;
 - (c) Mary's Underground Pty Ltd;
 - (d) News Life Media Pty Limited;
 - (e) Sarah Joy Bedak-Radic;
 - (f) Soft Centre Pty. Ltd.;
 - (g) Star Dust Events Pty. Ltd.;
 - (h) Sydney Comedy Festival Pty Ltd; and
 - (i) TEG Live Pty Limited.

Grants assessment process

6. The City's Grants and Sponsorship Program is highly competitive. Applications that are not recommended have either not scored as highly against the assessment criteria as the recommended applications or have incomplete or insufficient information. The City's Grants and Sponsorship team provides feedback to unsuccessful applicants.

7. The assessment process includes advice and recommendations from a suitably qualified assessment panel. The applications are scored against defined assessment criteria for each grant program as well as the integrity of the proposed budget, project plan, partnerships, contributions and connection to the local community and industry sectors.
8. The assessment criteria for the Festivals and Events Sponsorship program are:
 - evidence of the need for the festival or event and proposed outcomes;
 - capacity and experience of the applicant to deliver the festival or event;
 - demonstrated connection and benefit to the local area and community;
 - evidence of diversity, inclusion and equity in the planning and delivery of the project; and
 - how the project delivers against the funding priorities.
9. Applicants to the Festival and Events Sponsorship - Tier 2 program are also assessed against the following additional assessment criteria:
 - evidence of track record, organisational viability for multi-year funding, large scale audience or market reach and national or international brand awareness.
10. The assessment meetings for the Festivals and Events Sponsorship program were held on 12 October 2022. Separate assessment meetings were held for Tier 1 – General festival and events and Tier 2 – Major festivals and events to ensure grant applicants were assessed against the relevant assessment criteria. The assessment panels consisted of City staff from the City Business and Safety, Creative City, Social City, Strategy and Urban Analytics Teams, with specialist input from the Indigenous Leadership and Engagement and Venue Management Teams.
11. Once recommended applications are approved by Council, a contract is developed which includes conditions that must be adhered to and acquitted against.
12. It is expected that all successful applicants will work cooperatively with relevant City staff throughout the project for which they have received funding.
13. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.

Festivals and Events Sponsorship

14. The applications recommended for the Festivals and Events Sponsorship program are outlined in Attachment A to this report.
15. Funding has been transferred from other grants program budgets to provide additional support through the Festivals and Events Sponsorship program for projects that will continue to activate and transform our city centre, local precincts and neighbourhoods over the next 12 months.

16. The Festivals and Events Sponsorship program budget is set out below:

Total budget for 2022/23	\$5,005,000
Less: Total cash committed to applications approved by Council in June 2022	(\$4,458,387)
Plus: Total cash available from out of policy grants budget to support strategic one-off events	\$120,000
Plus: Total cash available from Green Building Grants underspend	\$100,000
Total cash available	\$766,613
Total number of eligible applications this allocation	111
Total cash value requested from applications	\$5,212,787
Total value-in-kind support requested from applications	\$856,760
Total number of applications recommended for cash and/or value in-kind support	31
Total amount of cash funding recommended for payment in 2022/23 (Future-year funding recommended for payment in 2023/24 - \$650,000) (Future-year funding recommended for payment in 2024/25 - \$650,000) (Future-year funding recommended for payment in 2025/26 - \$650,000)	\$766,613
Total amount of value in-kind support recommended for 2022/23 (Future-year funding recommended for 2023/24 - \$150,000) (Future-year funding recommended for 2024/25 - \$150,000) (Future-year funding recommended for 2025/26 - \$150,000)	\$ 669,922
Cash amount remaining for payment in 2022/23	\$0

Key Implications

Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

17. Sustainable Sydney 2030-2050 Continuing the Vision renews the communities' vision for the sustainable development of the city to 2050. It includes 10 strategic directions

to guide the future of the city, as well as 10 targets against which to measure progress. This program is aligned with the following strategic directions and objectives:

- (a) Direction 2 - A leading environmental performer - the recommended grant projects in this report contribute to the City's endeavours in improving environmental performance of our residents and businesses by supporting new and innovative approaches to delivering sustainability outcomes and strengthening community resilience.
- (b) Direction 6 - An equitable and inclusive city - the recommended grant projects in this report contribute to community development and support active participation in civic life. They empower the community to address issues that matter to them and drive projects to create a more inclusive and resilient city.
- (c) Direction 8 - A thriving cultural and creative life - the recommended grant projects in this report contribute to supporting artistic and creative endeavours in our city, helping foster initiative, experimentation and enterprise by creative workers and providing new opportunities for audiences to engage in the city's cultural life.
- (d) Direction 9 - A transformed and innovative economy - the recommended grant projects in this report contribute to helping stimulate business and promote economic activity. They encourage partnerships with other organisations on business development and assist groups of businesses to work together for the collective benefit.

Organisational Impact

- 18. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Identified staff set contract conditions and performance measures for each approved project, and review project acquittals, which include both narrative and financial reports.

Cultural / Environmental / Economic / Social

- 19. The City's Grants and Sponsorship Program provides the City with a platform to support cultural, economic, environmental and social initiatives from the communities and business, within the local area.

Financial Implications

20. There are sufficient funds allocated in the 2022/23 grants and sponsorship budget, included in the City's operating budget for 2022/23 to support the recommended grants. Details and total values are provided in the tables above.
21. All expenditure that exceeds the nominated budgets for the 2022/23 financial year outlined in the City's operating budget will be offset in full from the overall Grants and Sponsorship Program budget. These savings have occurred as a result of an underspend in the Green Building Grants program and transfer of funds from the out of policy grants budget to support strategic one-off events.

Relevant Legislation

22. Section 356 of the Local Government Act 1993 provides that a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.
23. Section 356(3)(a) to (d) is satisfied for the purpose of providing grant funding to for profit organisations because:
 - (a) the funding is part of the following program:
 - (i) Festivals and Events Sponsorship program;
 - (b) the details of the program were included in the Council's adopted operational plan for financial year 2022/23;
 - (c) the program's proposed budgets do not exceed five per cent of Council's proposed income from ordinary rates for financial year 2022/23; and
 - (d) this program applies to a significant group of persons within the local government area.

Critical Dates / Time Frames

24. The funding period for the Festivals and Events Sponsorship program for financial year 2022/23 is for activity taking place from 1 January 2023 - 31 December 2023. Contracts will be developed for all successful applications after Council approval to ensure their funding is released in time for projects starting in January 2023.

Public Consultation

25. During September 2022, a briefing session took place where stakeholders were notified about the grants and how to apply:
26. an online briefing session for general grants enquires was held on 6 September 2022. A total of 53 attendees participated in the session.
27. Q&A sessions were held for those grant applicants wanting more assistance with their grant applications on 12, 14 and 16 September 2022. A total of 21 attendees participated in these sessions.

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